Top brands in Key Virginia Slims Sections

13	14	21	22	23	24	31	32	
Newport	**Newport**	**Newport**	**Doral**	Winston	Doral	GPC	Doral	
Parliament	Salem	Winston	Winston	Doral	Winston	**Doral**	Winston	
Merit	Winston	Salem	Basic	Basic	**GPC**	Winston	Kool	
Winston	Camel	Doral	**Newport**	**Newport**	**Newport**	**Camel**	Virginia Slims	
Salem	**Merit**	Camel	Salem	Salem	B&H	Salem		
Virginia Slims	Doral	Merit	**GPC**	Kool	Camel	Basic		
	Kool	Virginia Slims	**Camel**	**Camel**	Salem	Kool		
	Virginia Slims		**Virginia Slims**	Virginia Slims	Virginia Slims	Cambridge		
						Virginia Slims		
Camel	***Parliament***		***Misty***		***Basic***	***B&H***	***Basic***	
Basic					***Misty***	***Newport***	***Camel***	
							Newport	
							Misty	

33	35	36	41	42	43	44	53	54
Camel	**Basic**	Doral	Winston	Basic	Basic	**Newport**	**Camel**	B&H
GPC	**Doral**	Winston	**Basic**	**Newport**	Doral	**GPC**	GPC	Camel
Doral	Winston	**B&H**	**Camel**	**Camel**	Winston	Winston	**Basic**	GPC
Winston	GPC	**Camel**	Salem	Winston	GPC	**Camel**	B&H	Winston
Basic	Camel	Virginia Slims	**Doral**	Kool	Camel	Kool	Winston	Virginia Slims
Merit	B&H		**GPC**	**merit**	Salem	Salem	Virginia Slims	
Cambridge	Virginia Slims		**Newport**	Monarch	Kool	Virginia Slims		
Salem			Kool	Salem	Merit			
Kool			Virginia Slims	Virginia Slims	Virginia Slims			
Virginia Slims								
Newport		**Kool**		**Misty**	**Newport**	**Basic**	**Doral**	**Newport**
		Newport						

Bold: Shasre growth

Bold and italics: Share growth with share below Virginia Slims

Source: Nielsen July 96 YTD

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Source: https://www.industrydocuments.ucsf.edu/docs/zhxn0004